

**IN THE CLAIMS:**

The following listing of Claims will replace all prior versions and listings of Claims in the application:

1. (Previously Amended) A method of transacting business in conjunction with a sale of mobile devices, the method comprising the steps of:

shipping at least a first mobile device to a first end user and at least a second mobile device to a second end user different from the first end user, the first mobile device and the second mobile device having generally a same hardware and software configuration during shipping;

maintaining on at least one server coupled to a network configuration data for a plurality of mobile devices;

upon receipt of the first mobile device and the second mobile device by the first end user and the second end user, respectively, powering up the first mobile device and the second mobile device; and

upon being powered up, the first mobile device and the second mobile device each

a) automatically connecting to the at least one server via the network;

b) downloading first configuration data and second configuration data, respectively, from the at least one server, said first and second configuration data defining first and second end user specific operational characteristics of the first and second mobile devices, respectively, the first configuration data and the second configuration data being generally different; and

c) automatically configuring themselves based on the first configuration data and the second configuration data, wherein each mobile device is operable to maintain a communication link as the mobile device roams between communication cells,

wherein the step of maintaining configuration data for a plurality of mobile devices includes the steps of:

storing in memory on the server an identification code for uniquely identifying each mobile device; wherein the configuration data corresponds to the identification code.

2. (Previously Cancelled).
3. (Previously Amended) The method of claim 1, wherein the step of automatically connecting to the at least one server includes the steps of:
  - transmitting to the server an identification code of the respective mobile device; and
  - retrieving by the server configuration data based on the transmitted identification code.
4. (Original) The method of claim 1, further comprising a gateway for establishing remote communications between each mobile device and the server.
5. (Original) The method of claim 4, wherein the gateway is an internet connection.
6. (Original) The method of claim 4, wherein the gateway is an intranet connection.
7. (Original) The method of claim 1, further comprising the steps of:
  - configuring the mobile device manually in the event of a failure of the automatic configuration.
8. (Original) The method of claim 7, wherein the step of configuring the mobile device manually further comprises the steps of:
  - creating encrypted data, wherein the encrypted data includes an identifier, a time/date window, and configuration data;
  - entering the encrypted data into the mobile device;
  - verifying that the identification code and the time/date window relative to the particular mobile device; and
  - using the configuration data to configure the mobile device, wherein the configuration is conditioned upon the verification of the identifier and the time/date window.
9. (Previously Amended) A method for maintaining configuration data on a server

coupled to a network, the method comprising the steps of:

storing in memory on the server different configuration data for a plurality of different mobile devices, wherein each mobile device is operable to maintain a communication link as the mobile device roams between communication cells;

the server receiving, via the network, requests for the different configuration data from the different mobile devices, respectively; and

the server providing, via the network, the different configuration data to the different mobile devices, respectively, said configuration data defining a user specified operational characteristic of each of the plurality of mobile devices,

wherein the step of storing in memory on the server different configuration data for a plurality of mobile devices includes storing in memory an identification code for uniquely identifying each mobile device, and each configuration data corresponds to a respective identification code.

10. (Previously Cancelled).
11. (Original) The method of claim 9, further comprising a gateway for establishing remote communications between each mobile device and the server.
12. (Original) The method of claim 11, wherein the gateway is an internet connection.
13. (Original) The method of claim 11, wherein the gateway is an intranet connection.
14. (Previously Cancelled).
15. (Previously Cancelled).
16. (Previously Cancelled).
17. (Previously Cancelled).

18. (Previously Cancelled).

19. (Cancelled).

20. (Cancelled).

21. (Cancelled).

22. (Cancelled).

23. (Cancelled).

24. (Cancelled).

25. (Cancelled).

26. (Previously Cancelled).

27. (Previously Cancelled).

28. (Cancelled).

29. (Cancelled).

30. (Previously Presented) The method of claim 1, wherein the first mobile device and the second mobile device include a number of predefined features, and wherein automatically configuring the respective mobile devices includes configuring the first mobile device to enable access to a first number of features of the predefined number of features, and configuring the second mobile device to enable access to a second number of features of the predefined number of features, wherein the first number is different from the second number.

31. (Previously Presented) The method of claim 1, wherein automatically configuring the mobile devices includes enabling or disabling features of the mobile devices based on an intended or actual user of the respective mobile devices.

32. (Previously Presented) The method according to claim 31, wherein enabling or disabling features of the mobile devices based on the intended or actual user includes enabling or disabling access to at least one of stock on hand, wholesale prices, retail prices, quantity on hand, or delivery dates of stock.

33. (Previously Presented) The method according to claim 9, wherein the configuration data determines at least one of applications loaded on the mobile device, configuration of applications on the mobile device, access to different types of data, or functionality of the mobile device.